



# **Centers for Medicare & Medicaid Services ACA Outreach and Education Campaign for American Indians and Alaska Natives**



CMS Division of Tribal Affairs  
Kauffman & Associates, Inc.

January 9, 2013

# Overview

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- **KAI Tribal Outreach Materials**
- **CMS/DTA O&E Efforts**
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- **Administration for Children and Families' Tribal Website**
- **ITU Training Schedule**
- **How to Order Tribal Products**

# KAI ACA Outreach Materials

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Indian-specific media outreach to help increase awareness and understanding of options offered through the Insurance Marketplace.

## **Four primary outreach campaigns:**

- 1. Drop-in “Newspaper” Articles**
- 2. Grassroot Engagement**
- 3. Public Service Announcements**
- 4. Waiting Room Video**

Monthly drop-in  
“news ads” are  
running in five tribal  
newspapers.

**Indian Country Today**  
**Navajo Times**  
**Juneau Empire**  
**Cherokee Observer**  
**Seminole Tribune**

With a total combined  
reach of more than  
**87,000** readers!

*\* October Series*



## **A New Path to Health Care for Indian Country**

Many American Indians and Alaska Natives now qualify for free or low-cost health insurance through Medicaid, the Children’s Health Insurance Program (CHIP) and the New Health Insurance Marketplace. You may be wondering if you should sign up for the Marketplace. The answer is yes, because with health insurance you can go to any hospital or doctor that accepts your plan. You can still get treatment if your local clinic runs short of contract health service funds.

American Indian and Alaska Native families can now get no- or low-cost coverage more easily than ever before. Enrolling is private and easy, and it expands the coverage you get from Indian health programs. Contact your local Indian health program to learn how you may qualify, or visit [www.healthcare.gov/tribal](http://www.healthcare.gov/tribal).

**Have questions? Call 1-800-318-2596**

24 hours a day, 7 days a week (TTY: 1-855-889-4325)



Health Insurance **Marketplace**



## Peace of Mind for Indian Country

Everybody wants to make good decisions about their own health care. Reduce stress, eat right, exercise, and see your doctor regularly. Sure, it sounds easy, but when you can't afford health care, there's nothing easy about it. We all want health, harmony, and peace of mind, especially when it comes to our families. Don't let worries about health insurance get in the way! Thankfully, there are new insurance options that offer no- and low-cost coverage. Under the new health care law, more American Indian and Alaska Native people can get better coverage from a variety of providers, including tribal, urban, and Indian Health Service programs.

The time to sign up is now, before someone you love really needs it. You may be eligible for tax credits to help pay for health insurance; this makes it affordable and with no cost-sharing or deductibles when you receive services from Indian health programs. Sign-ups started October 1st. Contact your local Indian health program about how you may qualify or find out more at [www.healthcare.gov/tribal](http://www.healthcare.gov/tribal).

**Have questions? Call 1-800-318-2596**

24 hours a day, 7 days a week (TTY: 1-855-889-4325)



## Reaching More Through Earned Media Efforts!

SEEKING ADDITIONAL TRIBAL  
NEWS PAPERS & TRIBAL  
WEBSITES to run/post the  
ACA “drop in” ads.

Would you like us to reach  
out to your community?

Please let us know and we  
can send the articles to  
your local news outlets!

*\* November Series*



## Get in the Game

Under the new health care law, more American Indian and Alaska Native people can get better coverage from a variety of providers, including tribal, urban, and Indian Health Service programs. But there is more! Doctor visits or hospital stays are all included, and you won't have any out-of-pocket expenses if your care is coordinated by an Indian health program. There are more health care choices for you, and better health for your whole community. The time to sign up is now, before you or someone you love really needs it. You may even be eligible for tax credits to help pay for health insurance. This makes it easy to afford health coverage. Sign-ups are happening now. Contact your local Indian health program about how you may qualify, or find out more at [www.healthcare.gov/tribal](http://www.healthcare.gov/tribal). Get in the game!

**Have questions? Call 1-800-318-2596**

24 hours a day, 7 days a week (TTY: 1-855-889-4325)



*\* December Series*

## Grassroot Engagement

Secured exhibit space to perform outreach and disseminate ACA outreach materials.

**NIHB Annual Consumer Conference**

**August 27-29, 2013**

**Lakota Nation Basketball Tournament**

**December 18-21, 2013**

## **I already have IHS. Why do I need health insurance?**

The Indian Health Service is not health insurance. IHS provides many services, but it may not cover all your health care needs. There may be times when you need certain care that IHS does not provide or does not have the means to fund.

New health insurance options can give you the peace of mind knowing you are covered. When you have insurance, you can still get care from your IHS, tribal, or Urban Indian health provider. Your Indian health provider can bill your new insurance for services, making more health care resources available for more people.

If you use IHS, a local tribal clinic, or an Urban Indian program, and you do not want to buy health insurance, you need to apply for an IRS hardship exemption so you won't have to pay a tax penalty. If you sign up for health insurance, you may qualify for free or low-cost health insurance.

Questions? Contact your Indian health program or visit [www.healthcare.gov/tribal](http://www.healthcare.gov/tribal). Call 1-800-318-2596 24 hours a day, 7 days a week (TTY: 1-855-889-4325).



## **New January 2014 Series**

### ***Key messaging:***

- Indian Health Service is not insurance!
- Sign up for Marketplaces and have more options!

# More ACA Outreach in 2014!

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## **NIHB National Tribal Public Health Summit**

April 1-3, 2014, Billings, MT

## **Annual Tribal Self Governance Conference**

May 4-8, 2014, Arlington, VA

## **National Council Urban Indian Health Annual Conference**

April or May TBD



# Public Service Announcements



30-second radio clips using the same topic selected for drop-in “news shorts.”

Recorded in five Native languages:

- English
- Navajo
- Lakota
- Ojibwe
- Yupik
- Inupiat

# Radio Broadcasts

**KTNN** - Window Rock, AZ (Navajo)

**KILI** - Pine Ridge, SD (Lakota)

**KEYA** - Belcourt, ND (Ojibwe)

**Koahnic Broadcasting Corp.**

Native Voice One

Native America Calling

Earth Songs

An estimated audience reach  
of more than **96,000** each week!



# Sample of Latest Audio PSAs

## *“New Path to Health Care”*



**Ojibwe Male**



**English**



# Sample of Latest Audio PSAs

## *“Peace of Mind”*



**Lakota Male**



**Inupiat Female**



# Sample of Latest Audio PSAs

## *“Get in the Game”*



**Yupik Male**



**Navajo Male**



# Waiting Room Video



<http://www.youtube.com/user/CMSHHSgov>

# CMS Division of Tribal Affairs

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The CMS Division of Tribal Affairs is responsible for developing training and informational materials for American Indian Alaska Native (AI/AN) beneficiaries, providers, and relevant health professionals.

In FY 2014, CMS Division of Tribal Affairs will be holding several training events and webinars for ITU third party office staff and outreach workers.

## Face to Face Trainings:

- Phoenix March 11-12, 2014
- Billings April 1-2, 2014
- Albuquerque April 22-23, 2014
- Dallas May 13-14, 2014
- Sacramento June 3-4, 2014

**Agenda items include:** Medicaid 101, Medicare 101, Medicaid protections for Indians, Affordable Care Act, VA benefits, SSA benefits and Area specific issues

# Other CMS Outreach Activities

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**:60 Proverbs video South Dakota**

<http://www.youtube.com/watch?v=suexp6UfYUU&feature=youtu.be>

**:60 Get In The Game video: California**

<http://www.youtube.com/watch?v=TzCjWO6dbP8&feature=youtu.be>

**:30 Get In The Game video: Wyoming**

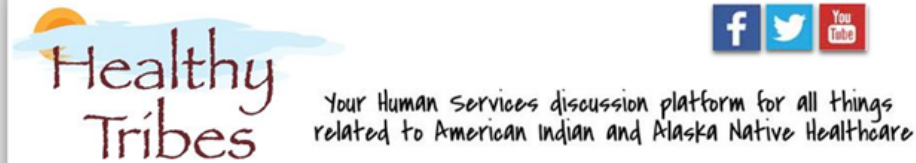
[http://www.youtube.com/watch?v=re\\_Qlitv6SU&feature=youtu.be](http://www.youtube.com/watch?v=re_Qlitv6SU&feature=youtu.be)

**3-minute video: New Mexico**

<http://www.youtube.com/watch?v=N94PMoojOLs&feature=youtu.be>



# ACF Tribal Health Website



## General Information

Based on Article I, Section 8 of the Constitution the Federal Government has an obligation to promote healthy American Indian and Alaska Native people, communities, and cultures and to honor and protect the inherent sovereign rights of Tribes.

The [Department of Health and Human Services \(HHS\)](#) works closely with American Indian and Alaskan Native communities and leaders to enable access to culturally competent healthcare to eligible recipients in Indian Country. Through a collaborative partnership among a number of federal partners, HHS promotes the economic and social well-being of families, children, individuals and communities through a wide range of programs to include:

- [CHIP](#)
- [Head Start](#)
- [Insure Kids Now](#)
- [Medicaid](#)
- [Medicare](#)
- [The Affordable Care Act and Indian Country](#)

For more information on these and additional HHS programs, please visit <http://www.hhs.gov/children/index.html>. Healthy Tribes is intended to be your resource and discussion platform for all things related to American Indian and Alaskan Native human services and healthcare. Feel free to respectfully share your related questions, comments and concerns.

## What You Need to Know About the Marketplace

As a member of a [federally recognized tribe](#), you have certain protections in the Marketplace starting in 2014.

- You don't have to pay a fee if you don't have health coverage.

Nothing is more important than a *Healthy Family!*

<http://healthy-tribes.org/>

# How to Order Tribal Products

The screenshot shows the CMS.gov website interface. At the top right, there are navigation links: Home | About CMS | Newsroom Center | FAQs | Archive | Share | Help | Email | Print. The CMS.gov logo and 'Centers for Medicare & Medicaid Services' are on the left. A search bar is located below the navigation links. A horizontal menu contains several categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations and Guidance, Research, Statistics, Data and Systems, and Outreach and Education. The breadcrumb trail reads: Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products. The left sidebar lists links: American Indian/Alaska Native (selected), Spotlight, Tribal Consultation, Affordable Care Act, All Tribes Calls, and Children's Health Insurance Program. The main content area is titled 'How to Order Tribal Products' and includes the heading 'Tribal Product Ordering Website:'. The text provides instructions for first-time users to go to <http://productordering.cms.hhs.gov> and create an account, and for previous users to sign in.

Home | About CMS | Newsroom Center | FAQs | Archive | Share Help Email Print

CMS.gov  
Centers for Medicare & Medicaid Services

Learn about [your healthcare options](#)

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations and Guidance Research, Statistics, Data and Systems Outreach and Education

Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products

American Indian/Alaska Native

[Spotlight](#)

[Tribal Consultation](#)

[Affordable Care Act](#)

[All Tribes Calls](#)

[Children's Health Insurance Program](#)

## How to Order Tribal Products

### Tribal Product Ordering Website:

If this is your **first time ordering**, go to <http://productordering.cms.hhs.gov> and **Create An Account**.

If you are a **CMS partner** and need education and outreach materials click on the words **Create An Account**

For **previous users**, please enter your Username and Password in the designated fields, and then click on the **Sign In** button.

If this is your **first time ordering**, visit  
<http://productordering.cms.hhs.gov>



# Centers for Medicare & Medicaid Services Product Ordering Website

Text-Only Version

## Three Easy Steps:

1. Create an account
2. Log on and
3. Order materials

Username:

Password:

[Forgot your Username or Password](#)

Sign in >>

Create an Account

### CMS Tribal Products:

Product Number	Name of Product	Media
11339-N	Our Health, Our Community-Native American/Alaska Natives	DVD
11367-N	Medicine Dish Volume 1	DVD
11431-N	Medicine Dish Volume 2	DVD
11480-N	Medicine Dish Volume 3	DVD
11553-N	Medicine Dish Volume 4	DVD
11368-N	Bringing Better Health Care to Native Communities	Print
11568-N	Congress -generic Poster	Print
11569-N	CHIP -Keeping Families Healthy Poster	Print
11570-N	Medicaid generic Poster	Print
11571-N	Medicare: Better Health, Stronger Communities Poster	Print



*Thank you!*

